



# Duval County Public Schools

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March 5 - 2015, Board Development - Strategic Plan Targets

Ms. Cheryl Grymes, Chairman  
Ms. Ashley Smith Juarez, Vice-Chairman  
Ms. Becki Couch  
Mr. Jason Fischer  
Dr. Constance S. Hall  
Mr. Scott Shine  
Ms. Paula D. Wright  
Dr. Nikolai Vitti, Superintendent

ATTENDANCE AT THIS MEETING OF THE DUVAL COUNTY SCHOOL BOARD: All Board Members were presented with the exception of Vice - Chairman Ashley Smith Juarez who participated by telephone. Dr Nikolai Vitti Superintendent was also present.

CALL MEETING TO ORDER

[Call Meeting To Order](#)

Minutes: The meeting was called to order at 9:12 a.m.

Topics To Be Discussed

[Strategic Plan Targets](#)

Minutes:

Superintendent Dr. Nikolai Vitti reviewed the Strategic Plan Draft.  
Discussion followed:

- The Board has asked to think beyond the traditional school

grading system and accountability system and begin defining metrics that are less likely to change based on Tallahassee. Staff along with the Superintendent worked to define some of the metric.

- Board Member Becki Couch said she agrees with setting our own metrics. Her concern is this is a base line year. We still need to look at where we stand with other urban districts to gauge progress.
- Dr. Vitti stated the only indicators we can compare are 5th grade science, 8th grade science, biology and US history.
- Board Member Couch stated her recommendation would be to set targets for the next three years and after we get the base line we can make changes.

Vice - Chairman Ashley Smith Juarez participated by phone from 9:35 a.m. to 10:00 a.m.

- Vice - Chairman Smith Juarez agreed with Board Member Couch. We should also think about the external communications to our community, teachers and students. We should think about the internal nature of those targets to how we are revising them and using them.
- Superintendent Vitti asked the Board what target numbers they want to use as an improvement goal. He would not want to communicate with the public unless we have targets. The numbers we are using have been determined by using baseline testing, new standards based on the impact of the first year of the new testing in other districts.
- Board Member Becki Couch said we can have proposed numbers. We do expect to see a climb in where we stand opposed to our peers. We have to have some kind of improvement goal.
- Board Member Scott Shine stated he does not want to put measures out in the public unless we know what the rankings are. He agrees we do need to set targets.
- Board Member Jason Fischer asked what would the difference be if we waited to set goals. What action happens if we do not set targets.
- Board Member Couch replied there is community transparency. I cannot walk out of here without setting targets.
- Board Chairman Cheryl Grymes stated we should be comfortable with the strategies that have been put in place. These are aspirational goals. We need to challenge ourselves.
- Board Member Scott Shine said the issue is do we grade on curve or scale.
- Superintendent Vitti said we do need to get more analytical to look at Free and Reduced Lunch and many statistical factors when looking at data. In 2014-2015 we concentrated on the big seven school districts and the state average. We can look at the average improvement across the big seven in reading which was about 1%. Targets were set in the following areas.
  - Reading target of 57 percent
  - Districts target ranking in the state 5 out of 7
  - Math ranking of 4 out of 7

- Science 5th grade target of 56 percent and 8th grade target of 50 and a ranking of 2 out of 7
- Biology target of 68 percent. Ranking of 4 out of 7
- Algebra no percentage. Ranking of 5 out of 7
- Geometry no percentage. Ranking of 6 out of 7
- US History target of 65 percent. Ranking of 6 out of 7
- Civics no percentage. Ranking of 4 out of 7
- College Readiness Target - Graduation Rate target of 76.1 percent. Ranking of 3 out of 7
- College Readiness Target - College Readiness target of 2 percent. Ranking of 3 out of 7
- College Readiness- Math target of 66 percent
- College Readiness - Reading target 86 percent
- College Readiness - Industry Certification - Participation is 3,392 and performance is 1,745. This has not been translated into a percentage. Superintendent Vitti will work on translating the information for performance into a percentage.
- College Readiness Target - Accelerated Coursework - These are the seniors taking IB, AICE, Duval Enrollment or Industry Certification classes. Recommendation is to include the 11th graders in the data for next year.
- Board Member Couch suggested the board group the Accelerated Courses together.
- Superintendent Vitti said the highest performing schools will see very little change in school grades. The greatest impact will be on schools that have been a C or below. College Readiness for Math and Reading will be removed from the grading formula next year. His recommendation is that the district still track College Readiness and set measures and targets.
- Board Member Couch asked the Superintendent to add at risk student targets. Dr. Vitti will send information to the Board.
- Dr. Vitti asked for Board feedback on what indicators we would include on a district report card that is outside of the traditional accountability measures. He worked with internal staff to come up with a list that was provided to the Board. Some suggestions have been to include school grades, district grade and school report card.
- Board Member Jason Fischer suggested Industry Certification be included.
- Board Member Scott Shine asked what the time frame would be for the school report card. Dr. Vitti replied it would be annual.
- The Superintendent said we would recreate a dashboard for every school. A parent would be able to see how their school is doing through the parent portal.
- Board Member Constance Hall said she would want the dashboard to be easy for anyone to read. She feels we should look at how other district dashboards look. Some are simple. We have too much information.
- Board Member Couch asked we talk to our parent groups for input on how the dashboard should look.
- The Board agreed this would be a great tool for the public.

Discussion followed on setting community meetings.

- Superintendent Vitti suggested teleconference calls with the community. They can look at the demographics of the community and isolate the calls by zip code, single parent and others. We could go to every Board member district if the Board wishes. The Board agreed this would be a good way to communicate with the public. He will check on the cost.
- Terrie Brady, President of Duval Teachers United, explained that the biggest cost is establishing the data base. They have used the teleconference before and it was very successful.
- A Community Meeting will be at Atlantic Coast High School on March 24, 2015 at 7:00 p.m.
- A Community Meeting will be at A. Philip Randolph Academy on March 31, 2015 at 6:30 p.m.
- The Superintendent will create a one page document on the targets. This will be sent to the Board. The following information will be discussed at the community meetings.
  - Difference in reading and math this year compared to the new standards
  - The reality of why the new testing is different and more challenging
  - Impact on school grades.
- Board Member Paula Wright suggested providing busing for parents to the community meetings.
- Board Member Hall said we need to communicate the change but also how we are moving students.
- Superintendent Vitti said we will need a workshop on student achievement to focus on other areas and have those defined for the evaluation process for 2014-2015.
- Chairman Cheryl Grymes will contract Dr. Cathy Minckberg, President and CEO, Center for Reform of School Systems to conduct a Board Development meeting.

Adjournment

[Adjournment](#)

Minutes:

The meeting was adjourned at 11:58 a.m.

CSM

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Superintendent

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Chairman